

File copy
5/10/54fashion
calendar

circle

7-4447

35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january	february	march	april
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
may	june	july	august
S M T W T F S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
september	october	november	december
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

january	february	march	april
S M T W T F S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MAY 7, 1954</u>			
Friday May 7 9:30 A.M.- 11:00 A.M.	PRESS PREVIEW: NEW "FASHION BAZAAR" Informal showing of ready-to-wear and gift accessories at the opening of new "Fashion Bazaar". By invitation. Publ: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	MAIN FLOOR
Postponed May 7	CHARLES JAMES OPENING OF DRESSMAKER CASUALS, INC. SCHEDULED FOR MAY 7 AT 11:00 A.M., HAS BEEN POSTPONED TO FRIDAY, MAY 14 AT 11:00 A.M. (See Pg 3)		
Friday May 7- May 16	COSTUME JEWELRY FALL MARKET WEEK Contact: Costume Jewelry Mfrs. Ass'n, 15 W. 38th St., WI. 7-9863.	COSTUME JEWELRY MFRS. ASS'N OF N.Y.	HOTEL MARTINIQUE 6TH & 7TH FLOORS
<u>WEEK BEGINNING SUNDAY, MAY 9, 1954</u>			
May 9	MOTHER'S DAY. Contact: Irving K. Edwards, 393 Seventh Avenue, OX. 5-2000.		
Monday May 10 1:00 P.M. Luncheon	SUMMER SPORTSWEAR AT LUNCHEON SHOW Showing of sportswear for Summer. Jewels by Cartier. Contact: Headwaiter, TE. 8-3000. Carlton House Publicity: Rasponi Assoc., TE. 8-8171.	LEATHER & TWEED (510 MADISON AVE.)	CARLTON HOUSE CARLTON ROOM
Monday May 10 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: FRENCH LEATHER GLOVES The Commercial Counselor to the French Embassy will present a collection of leather gloves by 21 leading French manufacturers. By invitation. Trade showings May 11 to May 14. Contact: Roland d'Albis, CO. 5-5676.	FRENCH EXPOSITIONS IN THE U.S. INC.	610 FIFTH AVENUE ROOM 414
Beginning Monday May 10	OPENING OF FALL BRIDAL COLLECTION Murray Hamburger's Fall bridal collection, designed by Gaston Mallet, at continuous showings. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FL.
Beginning Monday May 10	LITTLE GIRLS' AND BACK-TO-SCHOOL FASHIONS Fall collection for little girls, 3 to 6x, in addition to introduction of back-to-school fashions. Continuous showings. Publ: Peggy Caille, PL. 5-6358.	YOIANDE	1407 BROADWAY SHOWROOM - 23RD FL.
May 10- May 15	24TH ANNUAL NAT'L COTTON WEEK BY NATIONAL COTTON COUNCIL. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.		
Tuesday May 11 9:00 A.M. Breakfast	PREVIEW: FALL LINGERIE, INFANTS', CHILDREN'S WEAR "Carterama"---Fall and Winter lingerie, warmwear, infants', children's, men's and boys' wear. Showing: 9:30-10:30 A.M. Complete display before and after show. By invitation. Publicity: Lois Gifford, BBD&O, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM - 23RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 11 10:30 A.M. Breakfast	PREVIEW OF FALL COAT COLLECTION Breakfast preview of Ronnette's Fall coat collection. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.	RONNETTE FASHIONS, INC.	512 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Tuesday May 11 11:00 A.M.	PRESS PREVIEW: FALL FABRICS AND SWEATERS Fall and Winter woolens from the Lesur collection; and sweaters by Korrigan Lesur. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	LESUR, INC.	580 FIFTH AVENUE SHOWROOM-7TH FLOOR
Tuesday May 11 2:30 P.M.	SUMMER COTTON FASHIONS BY SUZY PERETTE Russeks will present Summer cotton dresses by Suzy Perette. (<u>Note Change of Date</u>). Press invited. Open to public. Publ.: Florence Lord, WI.7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday May 11 3:00 P.M. Cocktails	PREVIEW OF FALL SEPARATES COLLECTION Fall collection of separates and coordinates, including new "After Five Separates". By invitation. Contact: Bob Rubinstein, OL. 2-9263.	BARTIN OF CALIFORNIA (530 E. 8TH--LOS ANGELES)	HOTEL PIERRE
Tuesday May 11 5:00 P.M.- 7:00 P.M.	ANNUAL "BLUE GRASS" PARTY FOR PRESS Elizabeth Arden's annual "Blue Grass" cocktail party for beauty editors. By invitation. Publ.: Rasponi Assoc., 667 Madison Ave., TE. 8-8171	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF
Beginning Tuesday May 11	OPENING OF FALL KNITWEAR COLLECTION Continuous informal daily showings of Fall knit collection of dresses, separates, sweaters and coats. Publicity: Margaret Hodge, BR. 9-4824.	GOLDWORM SPORTSWEAR CORP.	1410 BROADWAY SHOWROOM-20TH FLOOR
Wednesday May 12 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER FASHIONS Macy's will present a showing of Summer Fashions, including active sports- wear from Macy's "By The Sea" and dresses from the "Cotton Colony". By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday May 12 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER SEPARATES "Summer Rhapsody"--new collection of sports and cocktail separates by Lee Menichetti, available at Lord & Taylor, Hattie Carnegie and Rosette Pennington. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	LEE MENICHETTI	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 12 2:00 P.M.	CHILDREN'S FALL FASHION SHOW "McCall's Magazine" will present children's fashions on <u>Wed., May 12 at 2:00 P.M. and Thurs., May 13 at 9:30 A.M.</u> From Sunday, May 9-May 14, there will be a forum, clinic and display. Contact: Funt Rand, Inc., 38 E. 57th St., PL. 1-3376.	NATIONAL CHILDREN'S WEAR MFRS. ASS'N, INC.	HOTEL ROOSEVELT
Wednesday May 12 4:30 P.M.- 6:30 P.M.	PREVIEW OF NEW MODERN FURNITURE New collection of modern upholstered furniture. By invitation. Publicity: Jamian Adv. Agency, 30 Vesey St., WO. 2-6020.	VALLEY UPHOLSTERY CORP.	428 WEST 14TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 12 8:30 P.M.	THIRTY-FOURTH ANNUAL BENEFIT FASHION SHOW Summer fashions by The Couture Group of the N.Y. Dress Institute. Director: Eleanor Lambert. Tickets: \$1.50-\$17.50. Contact: CI. 5-7400.	GUSTAVE HARTMAN HOME FOR CHILDREN	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Thursday May 13 11:00 A.M.	PRESS SHOWING OF SUMMER FASHIONS Bergdorf Goodman will preview their special Summer collection. (<u>Note Change of Date</u>). By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Thursday May 13 12:15 P.M. Luncheon	"TRAIL BLAZER" AWARDS AT LUNCHEON MEETING Speaker: Hal Davis, Kenyon & Eckhardt. Price: \$5.50 for members; \$6.00 for guests. Contact: Josephine M. Brush, 141 E. 44th St., MU. 7-8122.	NATIONAL HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Thursday May 13 12:30 P.M. Luncheon	PREVIEW OF FALL BLOUSE COLLECTION "Top Glamour"--preview of Smartee's new line of Fall blouses. By invita- tion only. Publicity: Pauline Parker at Maybruck Assoc., LE. 2-9994.	SMARTEE, INC. (1384 BROADWAY)	STORK CLUB 3 EAST 53RD STREET
Thursday May 13 1:30 P.M.	ANNUAL FASHION SHOW BY STUDENTS "Fashion Goes International"--benefit for Nat'l Arthritis Foundation. Price: \$3.00. Contact: Frieda Curtis, Dean, 45 W. 34 St., CH. 4-5288.	LABORATORY INST. OF FASHION MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
Friday May 14 11:00 A.M.	CHARLES JAMES PRESS PREVIEW Dressmaker Casuals with Charles James--press presentation of coats and suits. (<u>Note Change of Date</u>). By invitation. Publ: Ruth Hammer, EL.5-7872.	DRESSMAKER CASUALS WITH CHARLES JAMES	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday May 17 6:00 P.M.	SHOWING OF SUMMER BRIDAL FASHIONS Presentation of Summer fashions for the bride. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Monday May 17 Open House	PRESS PREVIEW OF TRANSITIONAL COTTONS "Calendar Cottons"--a junior collection of cotton dresses designed by Miss Frances. By appointment. Publicity: Ken R. Williams, JU. 6-8217.	HELEN WHITING, INC.	1407 BROADWAY SHOWROOM - 31ST FLOOR
Beginning Monday May 17	FALL COLLECTION IN LOS ANGELES Fall collection of separates and coordinates, including a new line of "After-Five" separates. Contact: Trinity 0408 in Los Angeles.	BARTIN OF CALIFORNIA	530 EAST 8TH STREET LOS ANGELES, CALIF.
Beginning Tuesday May 18 10:00 A.M.	OPENING OF FALL COLLECTION Adele Simpson will present her Fall collection at 10:00 A.M. daily. By appointment. Contact: Beatrice Cannon, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 18 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York 1954 Fall and Winter collec- tion at 10:30 A.M. <u>Trade showing at 2:30 P.M.</u> Admission by invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)</u>			
<u>TUESDAY, MAY 18</u>			
	J L F Original, Inc.	10:30 A.M.	1372 Bway, WI. 7-3200
	Parnis-Livingston, Inc.	12:00 Noon	530 7th, BR. 9-5012
<u>WEDNESDAY, MAY 19</u>			
	Herbert Sondheim, Inc.	10:30 A.M.	530 7th, LA. 4-7540
<u>THURSDAY, MAY 20</u>			
	David Levine Co.	10:30 A.M. and 2:30 P.M.	530 7th, LA. 4-0237
	Grabois	1:15 P.M. and 4:00 P.M.	498 7th, CH. 4-2767
<u>MONDAY, MAY 24</u>			
	Paul Parnes Corp.	2:30 P.M.	498 7th, CH. 4-4600
<u>TUESDAY, MAY 25</u>			
	A. Goodman & Co., Inc.	10:30 A.M. and 1:30 P.M.	530 7th, WI. 7-4077
	International Dress Co..	2:00 P.M.	1400 Bway, LA. 4-7100
	Ben Barrack, Inc.	Continuous Daily	533 7th, LO. 4-3923
<u>WEDNESDAY, MAY 26</u>			
	Hannah Troy, Inc.	1:00 P.M.	530 7th, LO. 3-0988
	Rudolf Gowns	1:15 P.M.	530 7th, WI. 7-6865
	Larry Aldrich, Co., Inc..	2:30 P.M.	530 7th, CH. 4-1872
<u>THURSDAY, MAY 27</u>			
	Frank Starr, Inc.	1:00 P.M.	530 7th, LA. 4-7690
<u>FRIDAY, MAY 28</u>			
	Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO. 4-1820
<u>TUESDAY, JUNE 1</u>			
	Horwitz & Duberman, Inc..	10:30; Thereafter 10:30 and 3:00 P.M.	498 7th, LO. 4-1860
	Samuel Winston, Inc.	4:00 P.M.	530 7th, CH. 4-2617
<u>WEDNESDAY, JUNE 2</u>			
	Martin Simon, Inc.	Continuous daily	498 7th, LA. 4-2877
	Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs.	498 7th, CH. 4-1542
	Harvey Berin, Ltd.	1:00 P.M. and 4:00 P.M.	530 7th, PE. 6-0206
	Suzanne-Augustine, Inc.	2:30 P.M.	1 W. 47th, PL. 7-3465
<u>THURSDAY, JUNE 3</u>			
	Nat Kaplan, Inc.	1:15; Thereafter 10:30; 1:15; 4:00	498 7th, LO. 5-4115
	Contact: Leonard W. Gendler, Exec. Sec., 1440 Bway, CH. 4-6945.		

Tuesday May 18 12:00 Noon Luncheon	PRESS LUNCHEON TO PREVIEW NEW PRODUCT R.N.W. Harris, President of The Toni Co. invites the press to cocktails and luncheon. By invitation. Contact: Eileene Oberling, Toni Co., Chicago.	THE TONI COMPANY (456 MERCHANDISE MART)	HOTEL AMBASSADOR TRIANON ROOM
Tuesday May 18 12:15 P.M. Luncheon	PREVIEW OF FALL COLLECTION Fall separates, blouses and skirts at a preview for press and resident buyers. By invitation. Publicity: Terry Mayer at Haymaker, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
Tuesday May 18 3:30 P.M.; 9:00 P.M.	FASHION SHOWING BY STUDENTS Fashion collection designed and executed by students of the Fashion Design Dept. (Prices: \$1.00-\$2.00). Contact: Barbara Quay at Parsons, PL. 8-2943.	PARSONS SCHOOL OF DESIGN	HOTEL PLAZA BALLROOM
Tuesday May 18 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Press showing by invitation. <u>Daily 1:00 P.M. trade shows beginning Wed., May 26 at 530 7th Ave.</u> Publ: Gladys Steiner at Lester Harrison, MU. 9-1630.	HANNAH TROY, INC.	HOTEL GOTHAM BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday May 18	OPENING OF FALL COLLECTION Doreen Original will present their Fall collection of blouses, skirts and coordinated separates, designed by Miss Doreen. Contact: WI. 7-0064.	DOREEN ORIGINAL, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday May 18	SPECIAL TOUR TO SOUTH CAROLINA MILLS Galey & Lord will invite fabric editors on a special tour of their Cramer-ton mills. Train leaves Monday evening. Publ.: Rosemary Sheehan, CI. 7-8060.	GALEY & LORD	CRAMERTON, SOUTH CAROLINA
Wednesday May 19 12:15 P.M. Luncheon	PREVIEW OF FALL DRESS COLLECTION Young Fall fashions, regular and junior sizes, at preview for press and resident buyers. By invitation. Continuous showings daily thereafter. Publicity: Terry Mayer, BR. 9-6560.	HAYETTE FASHIONS BY HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 19 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Fall fashions, designed by Zelma Golden. By invitation. <u>Trade shows, beginning Thurs., May 20, at 1:15 and 4:00 P.M.</u> Publ.: Gladys Steiner at Lester Harrison, MU. 9-1630.	GRABOIS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday May 20 9:00 A.M.; 3:30 P.M.	PREVIEW OF FALL FASHIONS Fashions from "Charm" August-September "Best Dressed Woman In The World" issues. By appointment. Contact: Mrs. Marion Harris, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 20TH FLOOR
Thursday May 20 9:30 A.M. Breakfast	PRESS PREVIEW: FALL COAT COLLECTION Including Einiger-loomed pure cashmeres, camel hair, fleeces. By invita-tion. Publ.: Joel Ettinger, Ettinger Adv., 38 E. 57th St., PL. 1-0750.	IEDERMAN BROTHERS (230 WEST 38TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
Thursday May 20 12:00 Noon Luncheon	PREVIEW OF FALL SEPARATES & DRESSES Fall collection designed by Melba Hobson. By invitation. <u>Daily trade luncheons beginning Tues., June 1 at 12:00 Noon.</u> Publicity: Sidney Dee Bloeme, JU. 6-4490.	HEATHERLANE, INC.	1385 BROADWAY SHOWROOM - 2ND FLOOR
Thursday May 20 3:30 P.M. Tea	PREVIEW OF FALL SEPARATES COLLECTION Fall separates designed by Mary Blair. By invitation. Continuous showings thereafter at showroom, 491 Seventh Avenue. Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.	ARLE, INC.	1407 CLUB 1407 BROADWAY
Thursday May 20- May 21 3:30 P.M.	PREVIEW: FASHIONS FOR "BACK-TO-SCHOOL" "Campus Hangout"--cocktail showing of back-to-school fashions designed by Stanley Wyllins. By invitation. Contact: Irving Garber, CH. 4-5722.	BEACON HILL CO.	108 WEST 39TH STREET SHOWROOM - 6TH FLOOR
Thursday May 20 4:00 P.M. Cocktails	CHINCHILLA FURS BY LEADING DESIGNERS Christening of Empress Chinchilla at the first showing of a specially created group of chinchilla furs by: Maximilian, Fredrica, Ritter Bros., Bergdorf Goodman, Neiman Marcus, Revillon Freres, I. Magnin. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.	EMPRESS CHINCHILLA	SHERRY NETHERLAND CRYSTAL PAVILION ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday May 21 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING Subject: "The Great American Change in Living - Housing - Dressing". Speaker: Donna Newell Meyers, Vice Pres., Werbell, Seklemian & North. Commentator: Ray Reed, Exec. Vice Pres., W. & J. Sloane. Co-Chairmen-- Home Furnishings: Margaret Hockaway and Fay Hines; Ready-to-Wear: Alice Burrows and Adelia B. Ellis. Price: \$5.25 for members; \$5.50 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Sunday May 23- May 29	ANNUAL NATIONAL SUNGLASS WEEK Publicity: Gar Schmitt, Tyndall Associates, 50 E. 42nd St., MU. 2-3558.	L. J. HOUZE CONVEX GLASS COMPANY	THROUGHOUT THE COUNTRY
Beginning Monday May 24 12:00 Noon	OPENING: FALL JUNIOR DRESSES, SEPARATES Pack-to-school and Fall fashions. <u>Showings at 12:30 P.M. daily, following</u> box luncheon. Contact: Audrey Waymouth at Lanz Originals, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM-26TH FLOOR
Monday May 24 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Complete collection flown from Mme. Garnett's workrooms in Rome. For press and buyers, by invitation. Publ.: Elizabeth Maher Assoc., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Monday May 24- June 11	OPENING OF FALL COUTURIER COLLECTION Daytime and after-five suits, costumes, cocktail and evening dresses. By appointment. Publicity: Barkann & Platt, 19 E. 88th St., TR. 6-1354.	EDITH SMALL OF CALIFORNIA	HOTEL GOTHAM SUITE 1506
Tuesday May 25 10:30 A.M.	PRESS PREVIEW: FALL COAT AND SUIT COLLECTION "Fall--In Love" coat and suit preview. By invitation. <u>Trade showings</u> <u>beginning Tues., June 1 at 10:00 A.M.</u> Contact: Sally McKay at Seymour Fox, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday May 25 11:00 A.M.	PRESS AND TRADE PREVIEW: FALL DRESS COLLECTION Advance Fall collection at a preview for press and buyers. By invitation. <u>Trade showings beginning Wed., May 26 at 10:30 A.M. and 2:30 P.M.</u> Publicity: Viola Shefer, PL. 3-3173.	LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday May 25 11:30 A.M.	OPENING OF FALL COLLECTION Mignon will present their Fall collection of afternoon and cocktail dresses <u>at 11:30 A.M. and 3:30 P.M.</u> Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday May 25 12:00 Noon Luncheon	PRESS PREVIEW: FALL SPORTSWEAR FASHIONS Nelly de Grab presents a preview of her Fall sportswear collection. By invitation. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.	NELLY DE GRAB (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Beginning Tuesday May 25 1:00 P.M.	OPENING OF FALL COLLECTION Fall collection designed by John Moore for Talmack at 1:00 P.M. daily. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM-5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 25 1:15 P.M.	PREVIEW OF FALL COLLECTION Showing of Fall collection at 1:15 P.M. daily.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR Contact: BR. 9-5986.
Tuesday May 25 2:00 P.M.	PREVIEW OF FALL COLLECTION Daily showings at 2:00 P.M.	PIERRE BALMAIN	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR Contact: CH. 4-2659.
Tuesday May 25 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of Benham Originals Fall collection. Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR By invitation only.
Tuesday May 25 3:00 P.M. Cocktails	PREVIEW OF FALL SKIRTS AND SEPARATES COLLECTION Preview of Fall collection, designed by Jean Mersel. Continuous showings daily thereafter.	TUDOR SQUARE SPORTSWEAR, INC.	1407 BROADWAY SHOWROOM - 11TH FLOOR By invitation. Contact: Emily Ryan, BR. 9-8122.
Tuesday May 25 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION By invitation. <u>Trade showings, beginning Tues., June 1, at 12:00 (luncheon).</u> Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 25 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COATS AND SUITS Showing of Fall coat and suit collection to the press. <u>Trade showings daily thereafter at 10:30 A.M.</u> (Note Change of Place.) Publicity: Lois Weber, at Rogers & Cowan, 624 Madison Ave., PL. 3-0164.	HOUSE OF SWANSDOWN	500 SEVENTH AVENUE SHOWROOM - 2ND FLOOR By invitation.
Tuesday May 25 4:00 P.M. Cocktails	"FROM THE LOOMS OF NEW ENGLAND" For their 100th Anniversary celebration, the NACM presents a special collection of dresses and gowns made by the world's top designers from fabrics woven entirely by New England mills, including: Hathaway, Berkshire, Wamsutta, Exeter, Newmarket, Merrimack, Skinner, Cheney, Millville, Chicopee, Goodall Sanford, Ponemah. By reservation. Publicity: Mildred L. Albert, Promotions, Inc., 175 Tremont St., Boston 11, Mass., Liberty 2-6358.	NATIONAL ASS'N OF COTTON MFRS.	WALDORF-ASTORIA EMPIRE ROOM
Tuesday May 25 4:30 P.M.	PREVIEW OF FALL SUIT COLLECTION Attendance by invitation. <u>Showings daily thereafter at 10:30 A.M. and 2:30 P.M.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL & LADY NORTHCOROL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 25 4:30 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF NEW CARPETS "Quiet, Please!"--press showing of soft floor coverings for today's homes. Contact: Robert Goodwin at Carpet Institute, BR. 9-1033. Publicity: Kathryn Beebe, Selvage, Lee & Chase, 500 Fifth Ave., OX. 5-6200.	CARPET INSTITUTE, INC. (350 FIFTH AVENUE)	WALDORF-ASTORIA JANSEN SUITE
Wednesday May 26 9:00 A.M. Breakfast	PRESS PREVIEW: FALL DRESS COLLECTION Abe Schrader will present a preview showing of his Fall collection. By invitation. <u>Trade showings beginning Tues., June 1 at 11:30 A.M. and 3:30 P.M. daily.</u> Publ.: Betty Yarmon at Abe Schrader, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday May 26 10:30 A.M.	SHOWING OF THREE FALL COLLECTIONS Martini Designed, Diminutives and Leisure Designed Fall fashions by Sylvan Rich, daily at 10:30 A.M.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
	Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday May 26 10:30 A.M.	PRESS & TRADE PREVIEW: FALL COATS & SUITS Daily showings for 2 weeks thereafter at 10:30 A.M. and 2:30 P.M. Publicity: Rose Hilton, 475 5th Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Wednesday May 26 1:00 P.M.	PRESS PREVIEW AT NEW SHOWROOM Preview of Fall collection also on Thurs., May 27 at 1:00 P.M. By reservation. <u>Daily trade showings beginning Fri., May 27 at 10:00 A.M. and 1:00 P.M.</u> Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday May 26 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview of Horwitz & Duberman's junior fashions for Fall. By invitation. <u>Trade showings beginning Tues., June 1 at 10:30 A.M. and daily thereafter at 10:30 A.M. and 3:00 P.M.</u> Contact: LO. 4-7540.	HORWITZ & DUBERMAN, INC.	498 SEVENTH AVENUE SHOWROOM- 9TH FLOOR
Wednesday May 26 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Preview for press and resident buying offices. By invitation. <u>Trade showings beginning Thurs., June 3 at 12:00 Noon daily.</u> Contact: CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Wednesday May 26 3:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION A 1954 "Natural Resource" for juniors, misses, half-size and women's dresses--50th Anniversary collection. By invitation. Publicity: Lind-Gilbert Associates, 22 E. 60th St., PL. 3-4786.	THE BLOOMFIELD CO.	1407 CLUB 1407 BROADWAY
Wednesday May 26 4:30 P.M.	OPENING OF FALL COLLECTION Showing of Pauline Trigere's Fall collection, with daily showings beginning June 1 at 2:30 P.M. By reservation. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Thursday May 27 10:00 A.M. Coffee	PREVIEW: FALL DRESS COLLECTION By invitation. <u>Daily trade showings, beginning Thurs., June 3 at 1:00 P.M.</u> Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Thursday May 27 2:30 P.M.	PRESS PREVIEW: FALL DRESS COLLECTION Jerry Parnis will present her Fall dress collection. By invitation. <u>Daily showings thereafter at 2:30 P.M.</u> Publ.: Mildred Kaldor, 347 5th, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM-7TH FLOOR
Thursday May 27 4:00 P.M. Cocktails	NEW DEVELOPMENT IN MACHINE EMBROIDERY Coats & Clark, Inc., in cooperation with sewing machine, stamped goods, and hot iron transfer pattern manufacturers, present the latest developments in machine embroidery for fashion and household use. By invitation only. Publicity: Joseph Tinkel, at Coats & Clark, PL. 3-8700.	COATS & CLARK INC. (745 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 27 5:00 P.M.	PREVIEW: FALL COUTURE, BOUTIQUE COLLECTIONS By invitation. Trade showings: 10:30 A.M.-May 28, June 1, 3, 8, 10, 15, 17. Contact: Estelle Marr, PL. 5-1830. Publ: Eleanor Lambert, MU. 8-2130.	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>TUESDAY, JUNE 1</u>			
	Star-Maid Dresses	10:30 A.M.	498 7th, PE. 6-0444
<u>WEDNESDAY, JUNE 2</u>			
	Davidow	10:30 A.M.	550 7th, PE. 6-6909
	David M. Goodstein	10:30 A.M.	550 7th, LA. 4-2577
	Kane-Weill	10:30 A.M.	498 7th, LO. 5-3041
	Sport-Craft, Inc.	2:30; (Thereafter 10:30 & 2:30)	550 7th, LA. 4-9724
<u>THURSDAY, JUNE 3</u>			
	Adler & Adler, Inc.	10:30 A.M.	550 7th, BR. 9-9600
	Zoltan Rosenberg	2:30 P.M. (By appointment)	550 7th, LA. 4-6691

Tuesday June 1 11:00 A.M.	PREVIEW OF NEW FALL COLLECTION Preview showing of Andrew Arkin's Fall collection, featuring diminutives, with daily trade showings at 11:30 A.M. and 2:30 P.M. By invitation. Publicity: Viola Shefer, PL. 3-3173.	ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
---------------------------------	---	--------------	--

Tuesday June 1 12:00 Noon Luncheon	PREVIEWS OF MISSES' & JUNIOR COLLECTIONS Four previews--June 1: 12:00 Noon; June 2: 8:30 A.M. & 12:00 Noon; June 3: 8:30 A.M. By invitation. Daily box luncheons for the trade, beginning Thurs., June 3 at 12:00 Noon; showing at 12:30 P.M. Contact: Lee Weber at Carolyn Schmurder, CH. 4-4587.	CAROLYN SCHMURER, INC.	1410 BROADWAY SHOWROOM - 23RD FL.
---	--	------------------------	--------------------------------------

Beginning Tuesday June 1 12:00 Noon	"LOVELY TO LOOK AT FASHIONS" Opening of misses coat and suit collection for Fall. Luncheon served after the showings. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FL.
--	--	---------------------	---

Tuesday June 1 1:00 P.M. Luncheon	PRESS LUNCHEON: PREVIEW FALL COLLECTION William Fox will present his Fall collection to the press at a luncheon celebrating the opening of his new firm. By invitation only. Trade showings beginning Wed., June 2 at 1:00 P.M. daily. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FL.
--	---	-------------------	---

Tuesday June 1 1:00 P.M.	OPENING OF FALL COLLECTION Showing of Fall collection at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
--------------------------------	--	---------------	---

Beginning Tuesday June 1 4:00 P.M.	OPENING OF FALL COLLECTION Harmay will present their Fall collection at 4:00 P.M. daily. By reservation. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
---	---	--------	---

Tuesday June 1 4:00 P.M.	PREVIEW: FALL FASHIONS FROM AUGUST ISSUE Admission by ticket only, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100, Ext. 278.	SEVENTEEN MAGAZINE	FASHION INST.OF TECH. 225 WEST 24TH STREET
--------------------------------	--	--------------------	---

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 1	OPENING OF FALL COLLECTION Rossino and Angela will present their Fall collection daily. By appointment. Contact: PL. 5-9135.	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM-7TH FLOOR
Beginning Tuesday June 1	OPENING OF FALL COLLECTION Daytime, cocktail and evening fashions at continuous daily showings. Contact: PL. 8-2014.	MARY BLACK	18 EAST 50TH STREET SHOWROOM-10TH FLOOR
Beginning Tuesday June 1	OPENING OF FALL COAT COLLECTION Originala will present their Fall coat collection. By appointment only. Contact: Louis Marianni, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM-43RD FLOOR
Beginning Tuesday June 1- June 18	SHOWING OF FALL COLLECTIONS Don Loper's coats and suits, manufactured by George Gold; dresses, by Jean Roberts; sportswear and separates, by Sidney Rice. Contact: The Ettinger Company, 509 Madison Ave., MU. 8-4842.	DON LOPER OF BEVERLY HILLS	HOTEL GOTHAM
Wednesday June 2 9:30 A.M.; 2:30 P.M.	PREVIEW: FALL FASHIONS FROM AUGUST COLLEGE ISSUE By invitation only, for official tie-in stores. Contact: Ninki Hart, Special Projects Department, PL. 9-2080.	MADemoisELLE MAGAZINE	HOTEL BILTMORE BALLROOM
Wednesday June 2 11:00 A.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. <u>Beginning Tuesday, June 8, at 11:00 A.M. only, trade showings of Frank Gallant collection, including Brigance group.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Beginning Wednesday June 2 11:00 A.M.	OPENING OF FALL COLLECTIONS <u>Madeleine Fauth</u> of Arkay Junior Frocks at 11:00 A.M. and daily thereafter at 10:00 A.M. and 2:00 P.M.; <u>Anne Fogarty</u> of Margot Dresses at 2:00 P.M. and daily thereafter at 11:00 A.M. and 3:00 P.M.; <u>Rappi</u> of Junior Formals at 4:00 P.M. and daily thereafter at 11:00 A.M. and 4:00 P.M. Contact: William Durland, LO. 5-2626.	ARKAY; MARGOT; JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOM-19 & 20
Beginning Wednesday June 2 11:30 A.M.	OPENING OF FALL COLLECTION Lee Claire presents their first Fall collection of cocktail and evening fashions, designed by Mr. Raymond. Contact: Laurel Cutler at C.J. Herrick, 132 W. 43rd St., TR. 9-6310.	LEE CLAIRE	530 SEVENTH AVENUE SHOWROOM-14TH FLOOR
Beginning Wednesday June 2 11:45 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Showing of Fall and Winter collection of coats and suits by Willi at 11:45 A.M. daily. By appointment. Contact: LO. 4-9595.	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday June 2 12:00 Noon Luncheon	ANNUAL INFANTS' LUNCHEON SHOW "Mama Knows Best"--Kleinert's annual luncheon for infants' wear buyers and press. By invitation. Publ.: Virginia MacAuley at Kleinert's, MU. 2-8891.	KLEINERT'S (485 FIFTH AVE.)	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 2 12:30 P.M. Luncheon	PRESS PREVIEW: SHOE FASHIONS IN CALF LEATHER "Calf Leather Roundup" of tropical and year-round shoe fashions in Sky-Weight Calfskins. By invitation. Publicity: Ruth Kerr Fries, MU. 5-3444.	CALF LEATHER DIVISION- TANNERS' COUNCIL	SAVOY PLAZA HOTEL CRYSTAL ROOM
Wednesday June 2 1:15 P.M.	PRESS PREVIEW OF FALL COLLECTION Dresses and coordinated sportswear, designed by Donald Brooks. Attendance by invitation. Trade showings daily thereafter at 1:15 P.M. Contact: Eleanor Schrader, LO. 5-7720.	KENNETH TISCHLER	108 WEST 39TH STREET SHOWROOM - 7TH FLOOR
Beginning Wednesday June 2 2:30 P.M.	FALL COLLECTION BY CEIL CHAPMAN Showings of Ceil Chapman's Fall collection at 2:30 P.M. daily. (<u>Note Change of Date</u>). Publicity: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday June 2 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Preview of David Crystal's Fall dress collection, with showings <u>daily thereafter at 10:30 & 2:30</u> . Publ.: Terry Mayer at David Crystal, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Wednesday June 2 2:30 P.M.	OPENING OF SUMMER COLLECTION Presentation of Claire McCardell's Fall collection at 2:30 P.M. daily. Contact: LO. 4-2155.	CLAIRE MCCARDELL	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday June 2 3:30 P.M. Champagne	PREVIEW OF FALL & WINTER FUR COLLECTION Joseph Bernham will present Fall and Winter fur collection to the press. By invitation. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	JOSEPH BERNHAM	16 EAST 52ND STREET SALON
Wednesday June 2 4:15 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Plattry Country Wear will present their Fall collection of sportswear and separates, designed by Greta Plattry at a preview for press and buyers. By invitation. <u>Continuous daily showings thereafter, 498 Seventh Ave., 4th Floor, showroom</u> . Publ.: Margaret Hodge, BR. 9-4824 or PE. 6-8680.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday June 3 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC AND EXHIBIT Fall Fashion Clinic and Exhibit for retail executives, resident buyers, textile firms, advertising agencies. By reservation only. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Thursday June 3 11:30 A.M.	PREVIEW OF FALL SPORTSWEAR & COTTONS McMullen's Fall collection, including dark cottons, designed by Claire Smith, will be presented at 11:30 A.M. By invitation only. <u>Showings daily thereafter at 2:30 P.M.</u> Contact: Jane Ernst at McMullen, MU. 3-9560.	J. R. McMULLEN CO.	475 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Thursday June 3 11:30 A.M.	OPENING OF FALL DRESS COLLECTION Countess Alexander will present her Fall collection of afternoon dresses, cocktail and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 3 12:00 Noon Luncheon	PREVIEW OF FALL COUTURE COLLECTION Maria Krum's new "Town and Country" fashions for Fall. By invitation. Contact: CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Thursday June 3 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE Sportsmaker's press preview of Brigance's Fall collection of blouses, separates and dresses. By invitation. <u>Trade showings at 2:30 P.M. beginning Mon., June 7.</u> Contact: Julie Isles at Sportsmaker, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Thursday June 3 2:30 P.M.	OPENING OF FALL COLLECTION Clare Potter will present her Fall collection, with <u>daily showings for two weeks thereafter at 2:30 P.M.</u> Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER INC.	498 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Thursday June 3 4:00 P.M. Cocktails	PRESS PREVIEW: FALL CASUAL DRESS COLLECTION For press and buyers. By invitation only. <u>Continuous daily showings thereafter.</u> Publicity: Margaret Hodge, BR. 9-4824 or LO. 5-5280.	DAN KELLER CO. INC.	498 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Thursday June 3 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION BY KASPER Preview of Fall dresses, suits and cocktail fashions designed by Kasper for Arnold & Fox. By invitation. Contact: CH. 4-3914.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Friday June 4 9:00 A.M. Breakfast	PRESS PREVIEW: FALL BRANELL COLLECTION Press breakfast presenting Branell's Fall collection. By invitation. <u>Daily trade showings at 2:30 P.M. beginning Tuesday, June 1.</u> Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM-27TH FLOOR
Friday June 4 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Presentation of B. H. Wragge's collection for Fall. By invitation. Publicity: Marian Mitchell at B. H. Wragge, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Friday June 4 2:30 P.M.	PRESS PREVIEW: SOPHIE ORIGINALS Ready-to-wear Sophie Originals for Fall and Winter, designed by Sophie, in collaboration with Stephen Erklin. By invitation only. Sophie Originals Publicity: Grace de Mun, PL. 3-4000, Ext. 7064; or RE. 7-4206.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Friday June 4 4:00 P.M.	OPENING OF FALL COLLECTION "Separables," cocktail and evening fashions. <u>Daily showings at 4:00 P.M. for 2 weeks thereafter.</u> Contact: Agatha Phillips, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Monday June 7 11:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION "Collonade Collection"--Fredrica Furs (Arthur Schwartz, designer), Fall and Winter custom fur collection at press showing. By invitation. Daily trade showings, beginning Tuesday, June 8 at 10:00 A.M. By appointment. Contact: CH. 4-8686.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR